AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

Change to:

1 - 174. (cancelled without prejudice)

175. (currently amended) A program storage device readable by a computer, tangibly embodying a program of instructions executable by at least one computer to perform the method steps in a data processing method, comprising:

integrating a plurality of data from a plurality of organization related systems, user input and an Internet in accordance with a common schema,

obtaining one or more keywords and a set of classification rules for each keyword from a user,

searching for a plurality of keywords on the Internet,

storing a location for each identified keyword,

counting and classifying each stored keyword,

creating one or more keyword performance indicators, and

developing a model of organization financial performance by category of value that quantifies an impact of each of one or more keyword performance indicators, and using the quantified impact of each keyword indicator as a measure of a relevance of each keyword to the organization

~~where a plurality of keywords and classification information are obtained from user input.~~

176. (previously presented) The program storage device of claim 175, wherein at least some data are pre-specified for integration and conversion

177. (previously presented) The program storage device of claim 175, wherein a plurality of integrated enterprise data are stored in an application database in accordance with a common schema.

178. (previously presented) The program storage device of claim 175, wherein a plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems,

operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

179. (previously presented) The program storage device of claim 175, wherein a common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

180. (previously presented) The program storage device of claim 175, wherein a data processing method further comprises storing a plurality of converted data in one or more tables to support organization processing.

181. (previously presented) The program storage device of claim 175, wherein each keyword maps to the common schema.

182. (previously presented) The program storage device of claim 175, wherein the program storage device comprises one or more intelligent agents.

183. (currently amended) A computer implemented method for determining the relevance of a keyword, comprising:
   integrating a plurality of data from a plurality of organization related systems, user input and an Internet in accordance with a common schema,
   obtaining one or more keywords and a set of classification rules for each keyword from a user,
   searching for a plurality of keywords on the Internet,
   storing a location for each identified keyword,
   counting and classifying each stored keyword,
   creating one or more keyword performance indicators,
   developing a model of organization financial performance by category of value that quantifies an impact of each of one or more keyword performance indicators, and
   using the quantified impact of each keyword indicator as a measure of a relevance of each keyword to the organization

where a plurality of keywords and classification information are obtained from user input.

184. (previously presented) The method of claim 183, wherein at least some data are pre-specified for integration and conversion

185. (previously presented) The method of claim 183, wherein a plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

186. (previously presented) The method of claim 183, wherein a common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

187. (previously presented) The method of claim 183, wherein each keyword maps to the common schema.

188. (currently amended) A keyword relevance system, comprising:

  networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

   integrate a plurality of data from a plurality of organization related systems, user input, an Internet and one or more external databases in accordance with a common schema,

   obtaining one or more keywords and a set of classification rules for each keyword from a user,

   search for a plurality of keywords on the Internet and in one or more external databases,

   store a location for each identified keyword,

   count and classify each stored keyword,

create one or more keyword performance indicators,

develop a model of organization financial performance by category of value that quantifies an impact of each of one or more keyword performance indicators, and

use the quantified impact of each keyword indicator as a measure of a relevance of each keyword to the organization

~~where a plurality of keywords and classification information are obtained from user input.~~

189. (previously presented) The system of claim 188, wherein at least some data are pre-specified for integration and conversion

190. (previously presented) The system of claim 188, wherein a plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

191. (previously presented) The system of claim 188, wherein a common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

192. (previously presented) The system of claim 188, wherein each keyword maps to the common schema.

193. (currently amended) A computer implemented keyword relevance method, comprising:

integrating a plurality of data from a plurality of organization related systems, user input, an Internet and one or more external databases in accordance with a common schema,

obtaining one or more keywords and a set of classification rules for each keyword from a user,

searching for a plurality of keywords on the Internet and in one or more external databases,

storing a location for each identified keyword,

counting and classifying each stored keyword,

creating one or more keyword performance indicators,

developing a model of organization financial performance by category of value that quantifies an impact of each one or more keyword performance indicators, and

using the quantified impact of each keyword indicator as a measure of a relevance of each keyword to the organization

~~where a plurality of keywords and classification information are obtained from user input.~~

194. (previously presented) The method of claim 193, wherein at least some data are pre-specified for integration and conversion

195. (previously presented) The method of claim 193, wherein a plurality of organization related systems are selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, supply chain systems, quality control systems, purchasing systems, risk management systems and combinations thereof.

196. (previously presented) The method of claim 193, wherein a common schema identifies data designations selected from the group consisting of components of value, sub components of value, known value drivers, elements of value, sub elements of value, non-relevant attributes and combinations thereof.

197. (previously presented) The method of claim 193, wherein each keyword maps to the common schema.